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*Behind the Teaching
Is the Teacher . . . Page 32*

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• Our cover picture shows a Colorado 4-H Club member, Robert Frazier, of Boulder, with the Hampshire ram which heads his 4-H flock. Robert started 4-H work more than 6 years ago. He had developed a flock of 25 sheep, was feeding 5 steers, and raising 9 acres of sugar beets when Ed Hunton, Extension Service photographer, made the picture on his last western trip.

A 4-H Club boy and his sheep, you will recall, gave Director Wilson a poignant text for his foreword to this year's manual for the observance of National 4-H Club Week, March 5-13. The week introduces to 4-H members and the public the theme for 1949, "Better Living for a Better World."

Important, too, on the immediate extension horizon, is the first National Older Youth-Young Adult Planning Conference, scheduled for the week of February 21, at State 4-H Club Camp Jackson's Mill, Weston, W. Va.

Next Month

Let's Not Take Recreation For Granted—A Positive Emphasis Is Needed

Louisiana Televises Farm Program

Laboratories Test Soil in Missouri Counties

Is Leadership Developing Fast Enough?—By Burton Hutton, State Club Agent, Oregon

4-H Fellow Studies County-Wide 4-H Club Events

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EXTENSION SERVICE Review

**OFFICIAL ORGAN OF THE
COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.**

Prepared in the Division of Extension Information

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What Does Your Office Say?

L. M. BUSCHE

Associate County Agent Leader, Indiana

THE idea of an office management conference originated last May when the committee on district conferences of the Indiana Agricultural Extension Service met and planned conferences for the coming year. In line with the committee's request, Associate County Agent Leader L. M. Busche asked the School of Business, Indiana University, for assistance.

Two Indiana University representatives, both teachers in the Department of Business Education of the School of Business, assisted with each conference. One was a specialist in office management and one a teacher of secretaries. Two persons represented Purdue, one each from county agent and home demonstration agent supervisory staffs. A joint conference of the two instructional groups was held before the series of meetings began, to clarify objectives and plans.

The first session of district conferences began at 9:30, with the entire staff present, both agents and secretaries. Following a very brief statement of the objectives of the conference by the county agent supervisor, the office management specialist of Indiana University brought out, through group discussion, how our county workers do their work and how the office facilitates getting the work done. He emphasized the fact that the office is a means of attaining certain ends and should not be considered as an end in itself. Then, the physical characteristics of a good county extension office were discussed.

Following this, a period was given to personal relationships within the office and with the public. In the first case, an enumeration by agents and secretaries of the personal characteristics of people "who get along well with others" was made. A similar technique was followed in pointing out



The office of S. S. Pershing, county agent of Tippecanoe County, Ind., in the Federal Building at Lafayette, shows a good "layout" for an agent's office. Both secretaries face the front door; files are readily available to Assistant Agent Paul Jackson; bulletins may be seen at a glance; and a conference table is a handy spot for small groups to meet. Both the agricultural and home demonstration agents have private offices in the rear of the main room.

how the public forms its opinions of extension workers and their staffs.

In the first afternoon period, the Indiana University representatives met with office secretaries. To promote free discussion on the part of the secretaries, no one else attended. The university teacher of secretarial courses, who had been a private secretary herself, assumed a large part of the discussion leadership in this session. Although complaining was not invited, secretaries were encouraged to suggest how county offices might be made to function more smoothly. During this period, Purdue representatives meeting with agents were discussing 1948 annual reports, 1949 plans of work, and other administrative matters.

To help the Indiana county extension offices contribute as much as possible to the success of the county program, office management was the theme of a series of nine 1-day district meetings last October which were attended by practically all of the secretaries and agents.

In the second session of the afternoon, the Indiana University people met with the agents, bringing out in an excellent, constructive way suggestions from the secretaries. Other helps for efficient office administration were given. Incidentally, "how can I keep track of the agent so I can give callers in his absence an intelligent answer" was the problem most often posed by secretaries.

During this session, Purdue supervisors met with secretaries, discussing details of the Indiana systems of office records and reports, as well as other details of office procedures. Some attention, also, was given to pointing out the importance of the secretary to the smooth functioning of the county extension office.

Corn Meal Plus

CORN meal is one of the favorite southern foods and is a cheap source of energy. But research has shown that a corn-meal diet is deficient in certain very necessary nutritional elements. For a long time it was believed that corn meal contained some substances that caused pellagra. This is not true. Actually corn is short in niacin, a lack of which causes pellagra.

To overcome this nutritional deficiency in the diet of Alabamians, early last year the Alabama Extension Service launched a program to obtain general acceptance for the enrichment of this food. This program is conducted by the county and home demonstration agents, with the assistance of John P. Bell, the specialist in food enrichment.

The enrichment process is done with a small, inexpensive feeder that can be easily attached to a gristmill. The feeder drops 2 ounces per bushel of the enrichment mixture (niacin, thiamin, riboflavin, iron, calcium) into the meal as the corn is ground. When the millers understood what it was all about, they gladly cooperated, and 371 in 44 counties have already had the feeders installed in their gristmills. They have purchased 39,000 pounds of the enrichment mixture. A conservative estimate indicates that 70 percent of all meal ground in the 44 counties is now being enriched.

The feeder attachments and the enrichment mixture were developed by the South Carolina Experiment Station which sells them.



B. C. Lenior, Jemison, Ala., putting enrichment mixture into the new attachment on his gristmill. This mixture flows into the trough through which the corn meal passes as it is ground.

Milking Machine Clinics

I. E. PARKIN

Extension Dairy Specialist, Pennsylvania

DURING the summer of 1947 a sampling of the opinion of farmers led us to believe that we could be of considerable assistance to them in relation to the entire field of milking machine operation. As a result of those findings an idea was born. The idea was presented to the county agents who in turn discussed the project at program planning meetings. As a result, out of 67 Pennsylvania counties 49 counties have had, 13 counties have planned for, and only 5 counties have not considered a milking machine clinic.

The over-all objective at these clinics has been the production of a better grade of milk.

The subject matter presented at these meetings dealt with quality milk production, milk secretion, washing and sanitizing dairy utensils, installation and care of milk machines, mastitis prevention, dairy herd management, and managed milking.

A total of 13 staff members, including county agents, an extension engineer, a resident dairy staff member, and dairy extension specialists assisted in disseminating the above information at the meetings.

These clinics were set up on a county-wide basis. In most counties, besides the extension publicity, milk companies, Veterans' Administration agricultural advisers, and one of the major milking machine companies notified their clientele of the meetings.

The major milking machine companies, through their block men and local dealers, brought complete milking machine equipment to be used in the discussions. These machines were an attractive part of the clinics.

The 49 counties that had their milking machine meetings reported an attendance of 4,210 farmers, fieldmen, and milking machine people.

As a result of these meetings milk

plants have reported less evidence of mastitis, lowered thermogenic bacteria counts, lowered total counts, and less sediment and better flavor in the milk they received. Milking machine dealers have told us of better appreciation by their users of how machines should be cared for; and farmers have reported less udder trouble, more and cleaner milk, and the saving of time.

Brotherhood Week, February 20-27

The sixteenth annual observance of National Brotherhood Week will take place during the week of Washington's Birthday, February 20-27. This week is sponsored by the National Conference of Christians and Jews. President Truman has called upon the American people to participate in Brotherhood Week and has urged "a personal rededication to the principles of equality and justice which have made our country great." The President has expressed the hope that "all institutions of education, religion, civic betterment and the media of communications will engage in community activity to make brotherhood a living reality."

Hitching to a Star

That more working together as a family offers hope to the world is the belief of the extension family in Coos County, N. H. Extension agents there illustrated their idea in an exhibit and sent in an account of their efforts, signed by all four agents: Dan O'Brien, county agent; Ellen Jackson, county home demonstration agent; Robert H. K. Phipps, county forester; and George W. Wiesen, Jr., county club agent.

RURAL families in Coos County, N. H., have learned to know their county extension family better through an exhibit developed cooperatively by all members of the extension family. This was displayed at the entrance of the building housing educational exhibits at the Coos, N. H., and Essex, Vt., County Fair at Lancaster, N. H., last September.

The idea for the display came as a result of hearing folks say: "Oh, do the home demonstration agent and 4-H Club agent work for the same government group?" or "Does the county agent have anything to do with the 4-H Club agent or forester?"

The exhibit illustrated the relationship of the County Extension Service staff to the members of the farm family.

Usually the county agricultural agent works with the adult men in the family as does the county forester; the county home demonstration agent with the adult women of the family, and the county club agent with the youth of the family.

Though the agents work with the various family members at different times or even at the same time, there is the awareness that what one member of the rural family or the extension family may be doing is for the good of all of the rest of the family.

With this thought in mind, the County Extension staff constructed a booth. They used plaster of paris to build the terrain of a rural area, prepared a background which was in perspective with the foreground, set up model buildings and machinery in the center foreground of the exhibit, and even found some model livestock figures which added a touch of reality

to a good-looking rural homestead. Pine and fir branches were used for model trees. A huge map of the county which they had constructed was placed directly behind the farm buildings.

The map provided the continuity from the front panel of the painted background of the display and reads as follows: "TODAY'S HOME BUILDS TOMORROW'S WORLD, FOR YOU, YOUR FAMILY, YOUR COMMUNITY, AND YOUR COUNTRY, with Aid of Your Extension Service . . . Coos County Office at Lancaster, N. H." Names of agents were on placards fastened to strings leading to the map.

Now—what rural family doesn't want a good farm? The only way they can really have it is to work as a family. Some family member must take the initiative, discussing the future of the home and the farm with the family. The family may then seek help from the most natural place for all rural people to go for help concerning better farm life, the county extension office. There, those who will help, work together as members of the county extension family. Isn't it a fact that the well-established home and farm will project its influence not only at the present time but also for years to come—not just in the community, the county, or in our country but throughout the entire world?

After all, isn't it the so-called happy-family relationship that we desire as a world? Wouldn't that make for a happier world?

It seems that there is no better place to start the movement than right at home. Constructing such an exhibit is one way to get folks to do a bit of thinking as a family group—just as we have done.

The display wasn't accomplished in a day—neither will the ultimate goal be reached in a day.



This exhibit, illustrating the relationship between extension agents and farm families, was displayed at the county fair at Lancaster, N. H. It was developed by the four agents of Coos County.

Alabama's Work in MARKETING

P. O. DAVIS

Director, Alabama Extension Service

OUR work in marketing is intended to add the second story to our extension structure, the first being production. Combined with both is our work in home economics which is as old and as important as either.

Each, from our viewpoint, is education. Farmers need to know about their many problems in marketing the same as in production. And consumers, too, need more and better information about their problems, especially as they relate to farmers.

We realize, of course, that a good market is a place where we can sell what we produce, or purchase what we need, at a price that is fair to both the seller and the buyer; and not a place where either can take advantage of the other. Buyers are learning more about the specific qualities they are looking for, and producers are giving more exact and complete information about the product they have to sell. So, our marketing program is concerned with the promotion of these objectives.

Meeting Needs of Buyer and Seller

We are offering educational assistance to the people on both ends of this line. We are helping the buyer and the seller find and use the arts, the standards, the organizations, the technique, the facilities, and the operations that will meet the needs of both and thereby serve both.

In marketing as in other phases of extension work, we begin with the county as the unit or area in which to determine the situation, problems, and needs. We then outline the objectives, assemble the information needed, and select the methods that seem best adapted to solution of the specific marketing problem.

In all of these steps the county extension workers have the help of county planning committees on the one hand and the assistance of staff specialists on the other.

Expert leadership in this work is

supplied by a staff of specialists: a leader of the group; one each in field crops, livestock, poultry, fruits and vegetables, forestry and facilities; also one in consumer education and another to be added. Research and marketing funds, both State and Federal, are used for this work.

The head specialist handles the general problems and also coordinates the work as a whole, in relation to each specialist and to the entire extension program.

Knowledge of Law Required

This program calls for knowledge of laws relating to cooperatives and to other factors in marketing, and also buying because the two cannot be entirely separated without harm to both.

Specific work of a few specialists is defined briefly as follows:

(1) In fruits and vegetables the head specialist works with production specialists and county extension workers in planning the amount of production needed to do efficient marketing and that will best meet market requirements.

Work of Head Specialist

He finds outlets and assists in conducting demonstrations, conferences, training schools, and exhibits to acquaint county extension workers, producers, and marketing service people with information that is needed relative to assembling, grading, packing, labeling, advertising, transporting and merchandising. He also visits markets, warehouses, and clinics to give first-hand information on effective marketing methods and practices that are being followed in other areas. And he assists in obtaining the services of other agencies as they are needed, such as inspection service.

(2) The work of the field crops marketing specialist and other commodity specialists closely parallels the

function described for the fruit and vegetable specialist with adaptations to the specific needs of each crop and area.

(3) Our biggest single project is in timber marketing which, by nature, relates directly to production. For example, two trees are considered; one is selected to be cut, the other left to grow. A specialist in timber marketing gives leadership to this, including special assistance to eight timber marketing specialists, each of whom works in an area of several counties. The U. S. Forest Service cooperates financially and otherwise in this.

Livestock Marketing Specialist

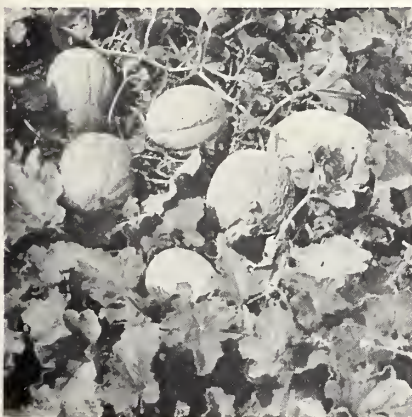
(4) The livestock marketing specialist assists in determining the need and location of livestock sales and facilities. He conducts demonstrations on types and grades of market animals and on cuts of meat dressed from different grades of animals. He assists in planning and conducting livestock shows and sales and in the supervision of the marketing phases of 4-H and adult extension livestock projects. All of this is done from an educational standpoint.

(5) A specialist in marketing facilities is employed to assist in planning the construction and use of buildings and equipment needed for processing, grading, packing, storing, loading, refrigerating, and marketing farm products. An important phase of this work is such technical assistance as planning a freezer locker plant and teaching the operation and management to plant technicians and managers.

We offer also assistance to individuals or groups of farmers in developing and using more effective business practices in marketing. This may be in one case an analysis or a survey to determine whether a co-operative market is needed. In an-

(Continued on page 33)

How to Select a GOOD MELON



Farmers grow many melons.



A test for sugar content is made.



Different sizes of packs are shipped.

HOW to tell whether the cantaloup the city homemaker buys on the market is really going to please her family is a problem. Even after pinching, feeling, and smelling, it often turns out to be disappointing when opened. If she could only be sure of what she was getting when she bought a cantaloup, some progress might be made on the problem of marketing a highly perishable product satisfactorily for both consumer and producer.

Thus reasoned the growers of cantaloups in the Hurlock area of Maryland's Eastern Shore in talking over their marketing worries with Dr. H. L. Stier, Extension Marketing Specialist and Chief of the Department of Marketing at the University of Maryland, and County Agent Harry Beggs of Dorchester County.

As sugar content seemed to be the best-known guide to a desirable cantaloup, they developed a plan to mark the sugar content of the melons on the crates in which the melons were packed. Official testers were provided for the packing sheds. Most of the melons are grown on large individual acreages, several farmers having a hundred acres or more in cantaloups. A few of the farms have been growing, grading, packing in crates, and shipping first-class cantaloups to the markets in New York, Philadelphia, and Baltimore for the past 50 years. The business has been handed down from father to son. They are proud of their record and believe they have a superior locally grown melon but are finding it increasingly hard to compete with melons from other areas with a longer season and more uniform appearance than is possible under eastern conditions.

To move this highly perishable product into city homes during the few weeks of harvest under competitive conditions requires that something extra be added. Taking the guesswork out of buying a locally grown melon for breakfast is the

something extra added by these Maryland growers.

The official sugar content marked plainly on every crate was as good an indicator of the quality within as is available. The testers provided by the Maryland Department of Markets took several melons from each lot brought in from the field and, cutting them up and running the pieces through a meat grinder, determined the sugar content with a hydrometer, then stamped each crate of that lot when graded and packed.

The first season it was difficult to get the wholesalers acquainted with the idea and get them to pass it on to retailers and consumers. It proved to be a big job of education which will take time to accomplish. As the season was favorable for cantaloups most melons had a high sugar content, and hence the stamp did not mean as much as it would in a poorer season.

The experiment has proved the feasibility of making the test. When the wholesaler has learned to look for the official stamp and believes that it really denotes quality, when the city buyer knows that a melon with a stamp will taste as good as she expects it to, these growers feel they will have just what they need to market locally grown cantaloups successfully to both producer and consumer.

In Sympathy

ROY A. GOFF, assistant director of the University of Hawaii Extension Service, died suddenly of a heart attack on October 11. He was 57 years old.

Born on a farm near Mapleville, Nebr., in 1890, Mr. Goff moved with his parents to Illinois in early boyhood. He graduated from Lombard College at Galesburg, Ill., and later entered the University of Illinois where he received a B. S. degree in agriculture. After graduation in 1915, he went to Hawaii where he taught agriculture at the Hilo Boarding School. In 1917, he was appointed superintendent of the Glenwood substation.

Upon the establishment of the East Hawaii office of the Extension Service in 1929, Mr. Goff became county agent, serving in that capacity until his appointment as assistant director in 1936.

Behind the Teaching is the TEACHER

Some Thoughts on Professional Improvement for Home Demonstration Agents

MRS. KATHRYN VanAKEN BURNS State Leader, Home Economics Extension, Illinois

THE more clearly we see our job as a part of the general education program of the Nation, the more challenging it becomes. We become interested in professional improvement not only because it may bring better pay and higher rank but also because of a realization that we need to increase our own depth and breadth to discharge our responsibility.

Have you ever stopped to think that you are working for the same general aims as your high-school principal, the English teacher, or the teacher in an elementary grade? More probably you are so engrossed with the demands of each day that it is hard to see out from under them. Extension is so demanding that it is difficult to keep one's perspective. Perhaps in no other educational venture is there more danger of not seeing the woods because of the trees. You know what some of these trees are:

- a. Radio program at 11:30.
- b. Remember to see about the church for meeting.
- c. Stop to help Mrs. C. decide on a color scheme for her living room.
- d. Answer the telephone endless times.
- e. Dictate a few letters.
- f. Send needed materials to a 4-H Club leader.
- g. Assemble supplies for an afternoon demonstration 25 miles away.
- h. Get back in time for a meeting of men and women to discuss program planning.



Because Extension is so demanding we need to take time to review some of the objectives of general education if we are going to promote them consciously. Some of the most recently accepted objectives are described in a 50-cent book published by the Educational Policies Commission and entitled "The Purposes of Education in a Democracy." The book lists four aspects of educational purpose:

- The Objectives of Self-realization.
- The Objectives of Human Relationship.
- The Objectives of Economic Efficiency.
- The Objectives of Civic Responsibility.

How many of us have these objectives in mind when we teach nutrition, home management, or some other phase of home economics—or is there a tendency to feel that the way to educational salvation lies in our particular bit of subject matter? Certainly we have stressed economic efficiency. How much have we done about the other three objectives?

Hence as one suggestion for self-improvement I would like to list a review of some good book relating to the philosophy of education. It will bring a quickened meaning to your own efforts and will also do something for you as an individual.

A second important need of extension is for scholarship on the part of its teachers. No one realizes better than I that a 58-hour week (per Mary L. Collings' "An Analysis of the Home Demonstration Agent's Use of Time.") does not leave much time or energy for self-education. The spirit may be willing, but the flesh is weak.

If we don't wish to lose standing and prestige in the educational world and

with farm homemakers, we must read and "keep up." Perhaps you can get by inadequately prepared with children but not with adults. Someone has said that to teach adults "you must present ideas that matter to them but, above all, matter immensely to you. That is the key to great teaching."

Use Caution

Many home economists have the ability and skill to put on such a "good show" in giving a demonstration or in leading a discussion that they get by. Perhaps the women even like it; yet not one thing has happened to the homemaker except her pleasure of the moment in watching your skill or in listening to your good line. As home economics offers many opportunities for the spectacular, we need to use caution in not mistaking the shadow for the substance.

For a moment think back on the teachers who meant most to you in college—the ones who made you want to do twice as much as was assigned. In every case was not this teacher a scholarly person who made you feel and see the real joy in learning? Mr. Abraham Flexner once said: "Real education opens the windows of the human mind and the human soul."

Good Books Are Important

I doubt if anyone can continue to open the windows of the human mind and human soul if her own education has stopped. You can't continue to help someone else enrich her life if your own education has stopped. Graduate work, sabbatic leave, and all that are fine; and I am for them. However, each one of us has access to good books and good professional

magazines. They are the tools of our trade. You don't expect a plumber to appear with the tools he used in 1925 if better ones have made their appearance. Even carpenters must possess tools worth several hundred dollars to ply their trade. I often wonder why it is that home economists feel they can spend money for almost everything else except good books and good magazines. Just how much did you spend for good books last year?



Along with the development of scholarship, I would like to plead for emotional maturity on the part of the extension worker. As you have discovered in working with homemakers, it has little relation to chronological age. You can't work successfully with adults without it. Are you in a perpetual dither; do you never catch up with yourself? Do you work harder than anyone else? Does the county agent take the credit for something that belonged to you? But why go on, you know what I mean. No matter what goes by the board, take time to get yourself in hand.

What I am trying to say here is that the teacher herself and her attitudes are an inevitable part of the teaching situation. In fact it was this idea that probably led to the expression, "What you are speaks so loud I cannot hear what you say."

We need constantly to remind ourselves that what we teach and what is taught come from the teacher herself. That may be of far more importance than the mimeographed outline we pass out!

If we want to keep up professionally, we must also continually push ourselves into new fields and not be content with projects that are popular and will go across. As I look back on 30 years of extension work, it is evident that we have helped women enormously in improving their methods of housekeeping.

Their kitchens are more convenient. They have adopted easier work methods.

The slip covers are attractive.

The draperies have a professional look.

Their dresses exemplify good design and pleasing color.

I am less certain we have done as well in helping women meet their responsibilities as homemakers. The difference between the good housekeeper and the good homemaker is that one has trained hands; the other has in addition a trained mind. In coming years we need to put our emphasis on the woman as a homemaker. I have no easy solution for I know women like doing programs—ones in which they do things with their hands. There is a temptation to do only the things we know will go across. Finding a way to help women see their responsibilities as homemakers and not as housekeepers is the thing that will help Extension meet the test of time. It is an undertaking that will provide intellectual stimulus and growth for each of us as we rise to the occasion.



Alabama's Work in Marketing

(Continued from page 30)

other instance, help may be needed to determine how an existing cooperative or other type of marketing organization may be made to function more effectively at lower cost.

With the help of funds supplied by the Research and Marketing Act of 1946, we are conducting work in (1) processing, identifying, and marketing improved varieties of crop seed and planting stock, (2) poultry and egg marketing and (3) consumer education.

Our work in seed marketing is helping producers of planting seed to certify and supply the trade with larger supplies of superior varieties developed through research. We assist the seed trade in processing and advise seed users of the available supply. Farmers who purchase planting seed are getting benefits that they have not previously had in larger market sup-

plies of superior planting seed of known high quality.

In poultry marketing, our main objectives are: (1) to help producers achieve desired quality standard in eggs and dressed poultry, (2) to assist producers with home dressing of poultry and egg grading to meet the needs of local markets; and (3) to work with the management of commercial poultry dressing plants and egg markets to develop outlets for the commercial poultry production of the State.

We have begun consumer marketing education in the Birmingham area. In this work, we are attempting to reach city consumers with information that will help them to understand the food supply that is available, how it may be used best to meet nutrition standards, and make the most of family food budgets.

Consumer education is designed to enable consumers to take advantage of seasonally abundant production and to make their purchases on a basis of desired grade and quality. It also seeks to assist farmers in more effective marketing in seasons of heavy supplies through increased consumption.

In all of these ways we are trying to shorten the distance between producer and consumer, and to make the going easier and better from the standpoint of each.

● "Men who know him best say he's a natural leader, genuinely democratic, wholly without frills, liked by all ages of men and women." That's what the Boston Globe has to say about the new president of the University of Massachusetts, RALPH A. VAN METER. A graduate of Ohio State, he joined Extension as a specialist in pomology in 1917 and, with the exception of some time during the First World War, served until 1923. In that year Mr. Van Meter transferred to the teaching staff of the department of pomology, subsequently serving as head of the department and dean of the School of Horticulture. His formal presidential inauguration took place in October 1948.

SAFETY—with sound effects

JOE McCLELLAND

Extension Information Specialist, Arizona

A DRAMATIC plea for safety on the farm reached Arizona farmers and ranchers by way of radio last October 30. Presented by A. B. Ballantyne, extension specialist in rural sociology, through the radio bureau of the university, the program dramatized actual farm and ranch accidents that had happened in Arizona and told the story of the need for farm safety.

After the usual introduction by the announcer, the dramatic skit started off like this:

BALLANTYNE. So many times I've seen tragedies occur because of thoughtlessness. For instance, just a few months ago, on a farm in northern Arizona, a little precaution could have saved a farm family a lot of heartache and financial loss. The dairy stock on the farm had been bothered quite a bit by flies, so the farmer bought a new type of insecti-

cide spray to use in the barn, and . . .

Sound. (Fade in mooing of cows.)

JIM. How're you supposed to use this new stuff, Dad? Spray it right on the cow?

DAD. That's what the fella at the hardware store said, Jim. Just spray it on, and those flies'll keel over in no time at all.

Sound. (Whoshing of sprayer.)

JIM. I hope it won't take too long. It's starting to get dark already.

DAD. Hold it, son. You missed her under here.

JIM. I wish I had a little more light here. Strike a match, Dad, so's I can see what I'm doin'.

DAD. Here. How's that? Can you see bet . . .

Sound. (Explosion followed by crackle of fire. Frantic mooing.)

JIM. (Shouting excitedly.) Dad! Dad! Are you all right?

DAD. Yes, I'm okey! Cut that cow

loose! She's on fire. And some of the straw's startin' to burn.

Sound. (Broken hoof beats, mooing.)

BALLANTYNE. Well, when things were finally brought under control, the insecticide had killed the flies all right, and it had killed the cow, too.

ANNOUNCER. Hadn't the farmer ever thought to read the directions on the label?

BALLANTYNE. Yes, he read the label—afterwards! It's a good general rule to read all directions for insecticides and machinery before using them. Sometimes the obvious way to use equipment isn't the correct way . . . and it only takes a minute to read . . . and be sure.

Several other similar incidents were dramatized in this manner, each time with Mr. Ballantyne telling of the incident and then coming back in on the program to point out how easily such an accident could have been avoided if proper safety measures had been taken.

In developing the program, a college of agriculture radio committee met, selected the topic, and suggested individuals to help. As Mr. Ballantyne has been carrying on the farm safety program in Arizona, he was asked to help. Next, Ben C. Markland, manager of the university radio bureau, assigned a student to talk with Mr. Ballantyne about the program.

The student, Peter Robinson of Tucson, together with Mr. Markland and the extension information specialist, met with Mr. Ballantyne and got considerable detailed information regarding Arizona farm safety and farm accident hazards. As a result of this conference, it was decided to present the program as a series of skits illustrating actual farm accidents and using Mr. Ballantyne as narrator of the stories and as counselor on the need for farm safety.

Then Mr. Robinson got busy on the script and worked out the entire detail, including sound effects, dramatic effects, and the like. With this script in hand he again met with Mr. Ballantyne and worked the program over, making changes to conform with Mr. Ballantyne's own way of saying things. Once the script was approved it was dittoed so that there would be copies for everyone involved, and a rehearsal.



A. B. Ballantyne, extension specialist in rural sociology, sits at the mike (center) telling the story of farm safety for Arizona radio listeners. At the right, Paul MacCready does the interviewing with Ballantyne. And Peter Robinson (at left) stands ready to furnish the sound effects.

sal date was set for the Saturday afternoon ahead of the program.

At this rehearsal all participants got together and learned their parts. The dramatic skits were presented from the script by students in radio dramatics. The regular farm program announcer, Paul MacCready, was the interviewer with Mr. Bal-lantyne.

And so, Saturday at 6 p. m. the program went on the air, and an effective program it was! With students in radio script writing to prepare the actual dialog and format for the program, and with other students in radio dramatics to add the dramatic incidents, the Arizona Farm and Ranch Hour is doing an effective job along agricultural and home economics fields. The farm safety program was an excellent example of how dramatic ability in planning and executing can make an "ordinary" subject turn into a "better than ordinary" radio program.

Each week the feature part of the program takes up about 15 minutes. The remainder of the 30-minute period includes late general farm news also obtained, written, and given by students. Music is furnished transcribed by the university choral singers.

4-H Achievement Institute

The 4-H Achievement Institute at North Dakota Agricultural College will be held next month, March 21 to 26. The institute annually draws an attendance of 500 of the State's leading 4-H members.

Prior to 1948, the institute was held in the fall, but crowded conditions at the college have made it necessary to shift temporarily to a spring meeting. The dates chosen represent a period between quarters at the college when dormitory, cafeteria, and classroom space will be available.

● Recently, County Agent B. V. WIDNEY was honored by the Whitley County (Ind.) Rural Youth Club and presented with a gold pin and bar as a token of their esteem. The occasion marked a double silver anniversary—for Agent Widney and the Whitley County 4-H Fair. "25 years—Whitley County Agent" was appropriately inscribed on the pin and bar.

A Safe Place To Live

ELIZABETH WILLIAMS

Home Management Specialist, Arkansas



IS HOME a safe place to live? This is a question which Arkansas home demonstration club members and home demonstration agents wanted to pose to all homemakers in the State. As one step toward this goal, the annual meeting of the Arkansas Council of Home Demonstration Clubs last September emphasized safety as one of the four topics for consideration in group meetings. The program of the safety group was put in charge of the chairman of the State Safety Committee, Mrs. H. B. Chambliss of Jefferson County.

The 2-hour program was divided into three parts: A panel discussion by six home demonstration club members led by the home management specialist; a game called "hunt the hazard;" and a safety movie, "Miracle in Paradise Valley."

To get the panel members thinking about the subject in advance, a list of questions was prepared and sent to each participant. The questions pointed up the theme, "What can I do as a homemaker and as a club member to make my home and my community a safe place in which to live?"

Each individual was requested to discuss the questions with the members of her family, her neighbors, her home demonstration agent, her home demonstration club, or whomever she pleased. The more suggestions, the better. One member of the panel said that she and her mother-in-law spent 3 hours' time studying in preparation for the panel.

The night before the panel discussion, the panel members met in the Student Union building for 1 hour to prepare for the morning's discussion. This was by no means, or even intended to be, a rehearsal. It was, instead, a pooling of ideas and an evaluation of the most important points that would be included in the panel discussion.

The discussion as developed by the women pointed to what they are doing, what they can do, and what they must do to make their homes and communities safe. One of the interesting facts which was brought out was that rapidly spreading extension of electric power lines in the rural communities made it necessary for women to know more about the fundamentals of electricity and its use. Information on correct wiring of the farmhouse and the correct use of electrical equipment was badly needed. They even told hair-raising distress stories of experiences that had occurred in their homes and communities resulting from poor wiring jobs of the house and of unwise use of household equipment. They recommended that home demonstration clubs include more information on these two phases of electrification in their monthly meetings during 1949.

Audience Takes Part

At the close of the panel the discussion was open for participation by the audience, after which the discussion was briefly summarized by the leader.

The game of "hunting the hazard" was used as an example of a method demonstration that could be employed in a 4-H Club meeting or in a home demonstration club meeting on safety. As always, the women found more hazards in the room than had been "planted," which proved their alertness.

The movie, "Miracle in Paradise Valley," was shown to point the way to what individuals and groups can do if they are safety-conscious. The group recommended that the Extension Service be requested to purchase a copy of the film which could be borrowed from the State office for county use for various types of educational meetings on farm and home safety.

Short-term Summer Schools Prove Valuable

"THE 'Notebook in Program Development' came this week and the 'Class Notes' of the Extension Supervision Seminar arrived last Friday. Both of these reports from the Summer School for Extension Workers at the University of Wisconsin are welcome additions to the information I have been trying to get together." Thus writes Harold H. Gordon, farm adviser at large in Illinois. Mr. Gordon continues: "I hope that we can have 10 or 20 advisers from Illinois go to summer school in 1949."

Reports of this type come from every section about courses in all of the short-term schools. The participants think that they get much value from in-service training of this type. The schools for 1949 have course programs developed round the interest and needs of all extension workers. Basic courses in cooperative extension education are available in each school. A person can select the school of his choice and find cooperative extension education courses to fit his needs. Examples of such courses of value to county or State workers—men or women—engaged in carrying out adult or youth programs as a specialist, supervisor, or agent, are: Basic Evaluation of Extension Work; Developing Extension Programs; and Extension History, Philosophy, and Objectives.

Other courses and instructors are offered in each school to meet the needs of extension work.

Regional Schools

*West—Colorado A. & M. College—
June 20–July 8, 1949*

Courses:

Extension Philosophy, Objectives, and Methods—K. F. Warner.
Basic Evaluation of Extension Work—Mrs. Laurel Sabrosky.
Rural Sociology for Extension Workers.
Agricultural Planning.
Principles in the Development of Youth Programs.

Principles in the Development of Agricultural Policy.

Contact: F. A. Anderson, Director of Extension, Colorado A. & M. College, Fort Collins, Colo.

*Central—University of Wisconsin—
June 27–July 15, 1949*

Courses:

Developing Extension Programs.
Methods in Extension Education.
Basic Evaluation of Extension Work—Mary Louise Collings.
Social Trends.
Supervision Seminar — Charles Potter.
Management and Relationships in the County Extension Office—Karl Knaus.
Radio and News for Extension Workers.
Extension History, Philosophy, and Objectives.

Contact: E. A. Jorgensen, Extension Service, College of Agriculture, Madison, Wis.

*Northeastern—Cornell University—
July 11–30, 1949*

Courses:

Basic Evaluation of Extension Work.
4-H Club Organization and procedure—Ed Aiton.
Psychology for Extension Workers.
News Writing—Public Relations.
Farm Management.
Adjustments Made by Families to Meet Present Conditions.

Contact: L. D. Kelsey, Extension Service, College of Agriculture, Ithaca, N. Y.

*South—University of Arkansas—July
18–August 5, 1949*

Courses:

Extension History, Philosophy, and Objectives.
Effective Use of the Press and Radio.
Developing Extension Programs—Cannon C. Hearne.
Basic Evaluation of Extension Work—Fred P. Frutchey.
Psychology of Cooperative Extension Teaching.
Use of Groups in Extension Work.
Contact: Dean Lippert S. Ellis, College of Agriculture, Fayetteville, Ark.

Graduate Study Possible this Summer

IT is possible to do graduate work this summer which would lead to an advanced degree. At each of the regional summer short-term schools for extension workers courses are offered which may be evaluated toward an advanced degree by the institution in which the student is enrolled in the graduate school. Opportunity for summer graduate work is possible in the regular summer schools at the University of Missouri; Teachers College, Columbia University; University of Chicago; and Mississippi State College. Each of these institutions has arrangements for extension people to work for degrees in the cooperative educational field.

Dates for these summer schools are:
University of Missouri, June 6–July 2, 1949

Courses:

Developing Extension Programs—Cannon C. Hearne.
Basic Evaluation of Extension Work—Dr. Gladys Gallup.
Other courses of interest to extension people are: Balanced Farming, Home and Farmstead Improvement, Rural Housing.
Contact: F. E. Rogers, Agricultural Extension Service, College of Agriculture, Columbia, Mo.

Teachers College, Columbia University, 6 Weeks in July and August

Courses:

Seminar in Extension Programs, Policies, and Methods — Dr. Douglas Ensminger.

(Continued on page 38)

Science Flashes



What's in the offing on scientific research, as seen by Marion Julia Drown,
Agricultural Research Administration

Yearly Research Round-Up

A FEW of the interesting research results from the forthcoming annual reports of the ARA bureaus are briefly indicated in the following paragraphs. Some of these findings have been covered more fully on this page during the year.

BUREAU OF AGRICULTURAL AND INDUSTRIAL CHEMISTRY developed a simplified, quick test for determining the water-absorbing properties of cotton fabrics.

—found that any one of several chemicals, sprayed on moist cottonseed before storage, appreciably reduces spoilage.

—discovered a possible new use for peanut protein in industry as an adhesive in the mineral coatings used in printing half-tone pictures.

—developed a process for making potato flour, now in demand for the European recovery program, which makes use of distillery machinery during idle seasons.

BUREAU OF ANIMAL INDUSTRY reported that more than a million calves were vaccinated last year in the campaign to eradicate brucellosis.

—found in breeding experiments in the South that first-cross offspring of Brahman and Angus cattle made faster gains than either purebred Angus or succeeding crosses.

—showed that crossbred pullets of Rhode Island Red and White Leghorn parents produced more eggs than purebred pullets of either breed.

—in testing compounds for their ability to control scabies of sheep, found that benzene hexachloride was the most effective.

BUREAU OF DAIRY INDUSTRY reported that more cows than ever before were registered in Dairy Herd Improvement Associations and that their milk production set a new record.

—showed that cows can produce well on less protein feed than has been believed necessary.

—discovered that milk keeps longer in frozen storage when it has been fortified with vitamin C (ascorbic acid).

BUREAU OF ENTOMOLOGY AND PLANT QUARANTINE developed a method for detecting weevil infestation in samples of stored grain.

—found that certain insecticides added to the soil and taken up by corn plants make the plants toxic to the European corn borer.

—in testing the new insecticide parathion, found that it gave outstanding results against several insect pests of citrus fruits. Parathion was also found to be highly toxic to common mosquito larvae, adult yellow fever mosquitoes, and houseflies. However, it is also toxic to man and harmful to bees.

BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS celebrated its twenty-fifth anniversary in 1948.

—completed a study of effects of home cooking methods on nutritional values of foods which showed that vitamin C and thiamine are more readily lost than the other vitamins and the minerals.

—designed and demonstrated a kitchen that minimizes useless steps and motions.

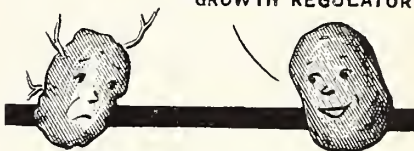
BUREAU OF PLANT INDUSTRY, SOILS, AND AGRICULTURAL ENGINEERING developed seven new corn hybrids, three for the South, four for the Midwest.

—bred two new strains of buckwheat with increased rutin content.

—discovered methods for treating apples that greatly reduce rot and other diseases of stored apples.

—improved methods of treating potatoes with growth-regulating substances to prevent sprouting in storage.

**YOU NEED A
GROWTH REGULATOR**



—developed and released new varieties of sugarcane and sugar beets better adapted to mechanical harvesting and otherwise superior.

—perfected a method of preparing radioactive phosphate fertilizers for tracing the path of the fertilizer through the plant.

—made soil surveys on more than 4 million acres of agricultural land.

A Baker's Dozen of School Lunch Aids

IN ONE of the Bureau of Human Nutrition and Home Economics kitchens at Beltsville, cooking is on the grand scale when school lunch recipes are being tried out. Workers in this laboratory-kitchen have learned a great deal about food quantities, food buying, equipment, and costs for large-scale cooking. They have developed many recipes suggesting palatable and nutritious ways of preparing familiar foods, plentiful foods, and foods donated from government purchases, such as dried eggs, nonfat dry milk, and tomato paste.

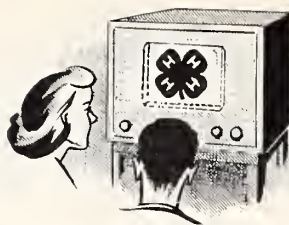
Dishes concocted by bureau cooks are tested first by trained judges and then are tried on children in actual school lunchrooms. Careful observations of the reactions of the children

(Continued on page 38)

**WELL MOTHER, OUR GIRLS
DID ALL RIGHT.**



Georgia's 4-H Clubs Televised



GEORGIA'S 4-H Clubs added another distinctive honor to this year's achievement when the State Congress, meeting in Atlanta recently, became the first such 4-H meeting in the South to be televised.

Station WSB, the Atlanta Journal Station, was in charge of the television show. It was made at the banquet given for 4-H Club members each year by The Atlanta Journal, one of Atlanta's leading newspapers.

Featured in the broadcast was the presentation of awards in the 4-H Club Community Improvement Project which is sponsored by the Journal. The winning club received \$500, and other clubs won prizes amounting to \$3,000.

Boys and Girls Go to Atlanta

Approximately 165 4-H Club boys and girls attended the 3-day meeting in Atlanta to compete for State honors and national trips in 16 club projects. Thirteen boys and girls won trips to the National 4-H Congress in Chicago, November 28 to December 2.

In addition to the elimination contests, the group made a tour of the Southeastern Fair which was in progress at the same time. There, Rachel Hardy, newly elected president of the 1949 State 4-H Club Council, received the president's trophy from the Fair Association.

The annual 4-H Club banquet, sponsored by the Atlanta Chamber of Commerce, was held the last night of the meeting. Club members took part in the program, and the dress revue was held during the evening.

Meeting in Milledgeville earlier this year, the State 4-H Club Council attracted more than 1,000 4-H Club members and 4-H Club workers.

Master 4-H Club members and State advisers met in conjunction with the council.

The boys and girls, two or more from each county, participated in a

mammoth recreational program under the direction of Agricultural Extension Service specialists and county and home demonstration agents. They danced in a gigantic folk games show and conducted the candle lighting ceremony on the last night of the meeting.

High lights of the week included the election of 1949 council officers, the State public speaking contest, and the talent contest, a new program which soared into popularity at the meeting.

Rachel Hardy, a 7-year club member from Bibb County, was elected president of next year's council. She is a member of an outstanding rural family, including one brother who is a county agent in Georgia, and a brother and a sister who are master 4-H'ers.

The talent contest was won by a young bird imitator from Early County. She competed with eight other boys and girls whose performances revealed a great deal of talent and theatrical grace.

College Scholarships Awarded

Two winners from each of the six Extension Service districts competed for the public speaking championships. All the boys and girls spoke on the subject, "What 4-H Club Work Can Mean to a Boy or Girl," and the two winners repeated their speeches at later assemblies.

Three college scholarships were announced during the meeting. Billy Thompson, 1948 council president and a district winner in forestry, and Bobby Dunlap, a recent State and national forestry winner, received 4-year forestry scholarships to the University of Georgia; and Carol Sirmans, outstanding member of the poultry chain in Georgia for 7 years, received a 4-year poultry scholarship to the University.

Graduate Study Possible

(Continued from page 36)

Psychology of Adult Learning—Dr. Irving Lorge.

Administration and Supervision of Adult Education.

Rural Sociology—Dr. Douglas Enslinger.

Rural Community Organization—Dr. Edmund deS. Brunner.

Workshop on Rural Education.

Other content courses: Methods of Youth Work, Family Relations, Consumer Education, Home economics subjects.

Contact: Dr. Edmund deS. Brunner, Teachers College, Columbia University, New York 27, N. Y.

University of Chicago

Courses will be offered of interest to extension workers.

Contact: Dr. Ralph W. Tyler, Chairman, Department of Education, University of Chicago, 5835 Kimbark Avenue, Chicago 37, Ill.

Mississippi State College—First Term, June 6–June 24, 1949; Second Term, June 27–July 15, 1949

Courses:

Objectives and Procedures of Extension Service.

Planning Extension Programs Evaluation.

Contact: H. J. Putnam, Extension Service, Mississippi State College, State College, Miss.

School Lunch Aids

(Continued from page 37)

to a new dish tell whether or not it will be popular. Clean plates are always the best indication of satisfaction. How easily the dish can be prepared in large quantities is another test of the worthiness of the recipe to be recommended.

Thirteen publications are available that give the recipes and other information of aid to persons managing community school lunch programs. Free copies may be obtained from State departments of education at State capitals by persons operating lunch programs.

About People...



● Dean and Director J. E. CARRIGAN of Vermont heads the ECA Mission to Ireland. The mission has the important responsibility of granting loans to the Irish Government to aid in developing trade between countries of Europe and improving the current levels of agricultural and industrial production in Ireland. DR. PAUL J. FINDLEN, formerly of the USDA Extension economic staff, will serve as program review officer for the mission.

● W. A. SUTTON, State 4-H Club leader, says that Georgia's 116,000 4-H Club members have joined in the Nation-wide drive to raise 60 million dollars for the American Overseas Aid—United Nations Appeal for Children.

Georgia's 4-H members have an outstanding record in participation of charitable and other important drives and have taken part in this drive with the same spirit and determination that have made others successful.

● In August, the Board of Trustees of the University of Tennessee elected a new president—C. E. BREHM, who, for the last 31 years, has been associated with Tennessee Extension. At the time of his appointment, Mr. Brehm was director of the State Extension Service and Experiment Station and dean of the college of agriculture. "... it is with a lot of regret," wrote President Brehm in his letter of resignation, "that I remove myself from the pay roll of Extension, but that does not mean that in my new administrative connection I shall lose interest in this important type of educational work."

At the same meeting of the University of Tennessee Board of Directors, J. H. MCLEOD was chosen dean of the College of Agriculture, director of the Extension Service, and director of the Agricultural Experiment Station. Director McLeod has been active in extension since July 1929, when he was

appointed swine specialist and subsequently appointed assistant director and vice director. Mr. McLeod has been acting in these capacities for the past 2 years while Mr. Brehm has been serving as acting president.

ROBERT W. MOORE and E. C. MCREYNOLDS have been elevated to the respective positions of vice director and associate director of Tennessee Extension Service. Mr. Moore joined Extension in 1943 as State supervisor of the Emergency Farm Labor Program. From 1935 to 1942 he was district supervisor for the FSA in west Tennessee. Mr. McReynolds began his extension career in Mississippi in 1917 and served in that capacity until 1922, coming to Tennessee as county agent in McNairy County in 1925. He resigned that position in 1935 to become State farm management supervisor for the Tennessee Resettlement Administration, later becoming coordinator of cooperative programs of Extension, TVA, AAA, SCS, and other agencies.

● MARY ELSIE BORDER, assistant State 4-H Club leader, Kansas, is on sabbatical leave at Cornell University, where she is taking advanced work in rural sociology and social psychology. During her absence, Lucille Rosenberger has transferred from her position of home demonstration agent in Harper County to substitute for Miss Border. Before leaving Manhattan, Miss Border was awarded a \$1,500 scholarship from the Farm Foundation, Chicago. Miss Border will return to her work in June.

● IRENE JEWETT, county home demonstration agent in Lake County, Ohio, died in University Hospital in Cleveland, November 1, after an illness of 6 weeks.

Miss Jewett was a graduate of Keene Teachers' College, Keene, N. H., and studied at Cornell University. She first served as assistant 4-H

county club leader in New Hampshire, then as county home demonstration agent there, going to Ohio in July 1947.

In the short period of time she was in Ohio, Irene Jewett won the respect and friendship of the people whom she served. "This was demonstrated," says F. G. Haskins, Lake County agricultural agent, "by the fact that 26 people gladly donated a pint of blood in an effort to save her life and that many more volunteered to donate blood."

● Twenty-seven years as a county agent isn't a record. But what DAN CLINTON, Harris County agent, has accomplished for Texas agriculture definitely is! The first sack of commercial fertilizer used in Burleson County was applied under his direction. With E. M. Regenbrecht, now extension swine husbandry specialist, he found that land planted in cotton following hubam clover appeared to resist the root rot plague, and was instrumental in popularizing hubam clover in Falls County. Dan played a leading role in the first rice dryer in Harris County and helped engineer the first pasture drainage system there. The "firsts" in the life of Dan Clinton, hard-working county agent, are epitomized in an article in the Houston Post of November 7 that pays tribute to his sagacity, wisdom, and accomplishments.

● "It certainly makes you feel good," confided ARDATH MARTIN, Washington County (Md.) home demonstration agent, to a traveling companion on a train heading for Iowa last fall. She was talking about the two pieces of beautiful leather luggage and the handsome watch given her by the homemakers of the county at a festive tea honoring her 20 years of service. Miss Martin was starting on a vacation of several weeks to visit with her family in Iowa.

Summer Schools Beckon—

“Naturally any extension worker who is eager and ambitious to do his best in his job looks for means of improving himself. One of these means is through graduate study.”—(From Joint Committee Report on Extension Programs: Policies and Goals.)

Opportunities for such study are given at Regional Extension Summer Schools. Four States—Colorado, Wisconsin, New York, and Arkansas—are extending a cordial invitation to Extensioners throughout the country to attend their 1949 Summer Schools.

Arrangements for housing should be made as soon as possible by getting in touch with the appropriate individual.

For details on courses offered, instructors, and individuals to correspond with see page 36.

